



Since 1979

# The Centre for Entrepreneurship Development

(A GOVT. OF GUJARAT ORGANIZATION)

ISO 9001:2015 certified

## ACHIEVEMENT MOTIVATION THEORY SESSION

BUILD  
YOUR  
DREAM

### EDP & Achievement Motivation Session

CED has designed a unique Entrepreneurship Development Program in such a way that it can be useful for the urban as well as rural aspirants. The training duration and subjects covered in the training program are according to the need of the participants, local resources as well as the individual region requirement.

The content of the training program comprises universal subjects pertaining to various entrepreneurial aspects, market, demand, budgeting, legal, management, motivation etc. One of the crucial and integral parts of this EDP training program is the session of Achievement Motivation. the duration of which is one or two days.

### About Achievement Motivation Theory



Achievement Motivation Theory is one of the famous works of American psychologist David Clarence McClelland. This theory is also widely recognized as Need Achievement Theory, Need Theory and Three Needs Theory. This theory is all about how the needs of an individual changes over a period of time with changes in his experience. The theory also explains what effects an individual's need for achievement, power, and affiliation have on their behavior. McClelland has stated that every individual's motivation is driven by the need of these factors, irrespective of age, gender, race or culture one belongs to.

**CED delivers this session through its in-house experts with practical examples, games and self analysis tests which are very effective for the participants.**